

Message Text

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PAGE 01 MUNICH 02980 231024Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----027506 231229Z /53

R 231017Z JUN 78
FM AMCONSUL MUNICH
TO SECSTATE WASHDC 0513
INFO AMEMBASSY BONN
AMEMBASSY BERN
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART

UNCLAS MUNICH 02980

FOR COMMERCE

E.O. 11652: N/A
TAGS: BEXP, BTRA, GW
SUBJECT; WESCON FBP SITREP

1. DURING APRIL WE MAILED 4,000 LETTER INVITATIONS
WITHIN GERMANY. ADDRESSES WERE OBTAINED FROM THE
TRADE JOURNAL "ELEKTRONIK PRAXIS", THE CONSULATES
GENERAL AND OUR OWN SOURCES. A RETURN CARD WAS
INCLUDED. WESCON SHOW ORGANIZERS HAD PROMISED US
INITIAL FLYERS BY APRIL 15, BUT THIS MATERIAL DID
NOT ARRIVE.

2. RESPONSE CARD INCLUDED AN ATTEMPT TO PUBLICIZE
THE TOP PROGRAM BY ALLOWING RESPONDENTS TO CHECK
A BOX INDICATING THEIR DESIRE TO OBTAIN FURTHER
INFORMATION ON THE PROGRAM. WE RECEIVED 250 RESPONSE
CARDS BACK. OF THESE, 60 EXPRESSED INTEREST IN TOP
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ONLY, AND 50 MORE IN BOTH TOP AND WESCON. THE 190
CARDS EXPRESSING INTEREST IN WESCON COMPRISE
A RETURN RATE OF 4.8 PERCENT.

3. AFTER A GREAT DEAL OF PRODDING, THE SHOW ORGANIZERS
FINALLY PROVIDED US WITH PRELIMINARY LISTS OF THE
NAMES (ONLY) OF 1978 EXHIBITORS, PLUS PRE-

REGISTRATION CARDS AND A COPY OF THE 1977 SHOW CATALOG. THE LACK OF INFORMATIONAL MATERIAL HAS PRESENTED AN ENORMOUS OBSTACLE IN OUR RECRUITMENT DRIVE, SINCE MOST PROSPECTIVE BUYERS DEMAND MORE SOLID INFORMATION ON THE SHOW ITSELF. IN SOME CASES WE HAVE BEEN FORCED TO XEROX THE ENTIRE 1977 CATALOG TO MAKE A SALE.

4. A SECOND MAILING TO THE SENDERS OF THE RESPONSE CARDS WAS MADE IN JUNE AND INCLUDED THE PRELIMINARY EXHIBITORS LIST AND PRE-REGISTRATION FORMS. THIS WAS PARALLELED BY A TELEX INFORMATION CAMPAIGN TO 150 FIRMS. WE ARE JUST STARTING THE FINAL RECRUITING PUSH BY TELEPHONE. TO DATE WE HAVE 15 FIRM REGISTRATIONS, WHICH IS FIVE TO TEN UNDER WHAT WE HAD HOPED FOR BY THIS TIME. A NUMBER OF PROSPECTIVE VISITORS HAVE NOTED THAT WESCON WOULD PROBABLY AROUSE MORE INTEREST IN GERMANY IF THE SHOW WERE LARGER. WESCON USUALLY HAS AROUND 5-600 EXHIBITORS, WHILE ELECTRONICA IN MUNICH GENERALLY HAS OVER 1,000.

5. RECRUITING WILL CONTINUE UNTIL EARLY JULY. WE ARE HOPING TO PUT TOGETHER A GROUP OF AT LEAST 30 BUYERS. BETTS
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